

## NEW RIVIER WEBSITE LAUNCHED

(From *Rivier Today*, Fall 2019)



**J**uly 29, 2019 marked a major milestone with the launch of the University’s new website. The recruitment-focused website highlights alumni and student stories to create a compelling and memorable vision of the Rivier experience.

“Our alumni and students’ stories are the stories of Rivier University,” says **Sister Paula Marie Buley**, IHM, President. “More so than data and charts, their stories provide an authentic view of the students that attend Rivier, the experiences that prepare them for success after graduation, and the rewarding careers they now enjoy.”

The website is designed to provide the optimal user experience with engaging videos, photography, and content. Intentional pathways to academic programs, and clear and effective calls-to-action guide visitors to take the next step in their college search by requesting additional information, visiting the University, and submitting an application. Website content reflects recent developments and advances of Rivier’s Vision 2020 strategic plan. ■